1. Monitored marketing content for quality, accuracy and impact.
2. Managed service projects from start to finish by finding partners, making detailed plans and executive projects.
3. Forged strong media relationships to further public relations goals.
4. Reported on press coverage recaps to determine areas for improvement.
5. Developed original content for blog posts and website articles.
6. Worked with marketing department on branding strategies.
7. Provided administrative support to senior team members.
8. Developed campaigns to increase public awareness of company and engage customers.
9. Drafted internal memoranda for company employees.
10. Prepared social media posts and videos with eye for viral content strategies.
11. Wrote and distributed press releases for company and clients.
12. Secured media coverage for clients, company and specific campaigns.
13. Built media kits in support of specific strategic initiatives.
14. Cultivated and maintained strong relationships with media outlets.
15. Helped plan and execute private, company and client events.
16. Proofread and edited materials prepared by all staff to check and correct spelling, grammar and style.
17. Implemented content editorial calendar to plan all marketing campaigns and manage content.
18. Communicated with media weekly to build relationships and optimize press coverage.
19. Teamed with [Job title] to develop brand media relations strategies through [Action].
20. Used [Software] to create and distribute press releases to media outlets.